Amendments to the Claims:

Please cancel claims 9-20, amend claims 1-4 and 6-8, and add new claims 21-28 as follows:

1. (currently amended) A method performed on an electronic content management system for managing consumer feedback relating to published content, said method comprising:

receiving electronically over an electronic network a feedback message from a consumer regarding published content, wherein said feedback message includes comments regarding the published content;

storing information from said feedback message in an electronic database, through the use of a processor in the content management system;

determining that said information from said feedback message includes comments regarding published content;

routing said comments regarding published content from said feedback message electronically via an electronic network to an electronic content management system, through the use of the processor, in order to close a communication loop between said content management system and said consumer; and

generating a[n] ~~escalation feedback~~ ticket message based at least on the comments regarding published content located in said feedback message, through the use of the processor.~~; and~~

~~routing said escalation feedback message electronically via an electronic network to an electronic content management system, in order to close a communication loop between said content management system and said consumer.~~

2. (currently amended) The method according to claim 1, ~~wherein said routing said escalation feedback message~~ further comprises forwarding said ~~escalation feedback~~ ticket message to an originating website.

3. (currently amended) The method according to claim 2, wherein said forwarding said ~~escalation feedback~~ ticket message to an originating website includes forwarding said ~~escalation feedback~~ ticket message to a particular section within said originating website.

4. (currently amended) The method according to claim 1, further comprising routing said ~~escalation feedback~~ ticket message to a corporate wide help desk.

5. (previously presented) The method according to claim 1, further comprising monitoring a content accessing activity of said consumer upon receiving said feedback message in order to track a consumption pattern of said consumer.

6. (previously presented) The method according to claim 1, further comprising sending a response message to said consumer in response to said feedback message wherein said response message includes one or more predefined responses that are selected based on said feedback message.

7. (previously presented) The method according to claim 1, further comprising receiving a reply message from said consumer in reply to said response message, and repeating said steps of storing, determining, generating, and routing.

8. (currently amended) The method according to claim 1, further comprising ~~opening a ticket including~~ assigning a tracking number for said ticket message ~~upon receiving said feedback message~~, and closing said ticket message after no further action is needed ~~said escalation feedback message is routed to said content management system~~.

9-20. (canceled).

21. (currently amended) A computer program product for managing consumer feedback relating to published content in an electronic content management system, the computer program

product including a computer-readable medium having computer program code embodied

therein, the computer program code comprising:

first instructions for receiving electronically over an electronic network a feedback

message from a consumer regarding published content, wherein said feedback message includes

comments regarding the published content;

second instructions for storing said feedback message in an electronic database, through

the use of a processor in the electronic content management system;

third instructions for determining that said information from said feedback message

includes comments regarding published content;

fourth instructions for routing said comments regarding published content from said

feedback message electronically via an electronic network to an electronic content management

system, through the use of the processor, in order to close a communication loop between said

content management system and said consumer; and

fifth fourth instructions for generating a[n] escalation feedback ticket message based at

least on the comments regarding published content located in said feedback message, through the

use of the processor.; and

fifth instructions for routing said escalation feedback message electronically via an

electronic network to an electronic content management system, in order to close a

communication loop between said content management system and said consumer.

22. (currently amended) The computer program product according to claim 21, wherein

said fifth instructions for routing said escalation feedback message further comprises instructions

for forwarding said escalation feedback ticket message to an originating website.

23. (currently amended) The computer program product according to claim 22, wherein

said fifth instructions for routing said escalation feedback message comprises forwarding said

escalation feedback ticket message to an originating website and comprises forwarding said

escalation feedback ticket message to a particular section within said originating website.

24. (currently amended) The computer program product according to claim 21, wherein said fifth instructions further routes said ~~escalation feedback~~ <u>ticket</u> message to a corporate wide help desk.

25. (previously presented) The computer program product according to claim 21, further comprising a sixth instruction for monitoring a content accessing activity of said consumer upon receiving said feedback message in order to track a consumption pattern of said consumer.

26. (previously presented) The computer program product according to claim 21, further comprising seventh instructions for sending a response message to said consumer in response to said feedback message wherein said response message includes one or more predefined responses that are selected based on said feedback message.

27. (previously presented) The computer program product according to claim 21, further comprising eighth instructions for receiving a reply message from said consumer in reply to said response message, and repeating said second through fifth instructions.

28. (currently amended) The computer program product according to claim 21, further comprising ninth instructions for ~~opening a ticket including~~ <u>assigning</u> a tracking number for said ticket <u>message</u> ~~upon receiving said feedback message~~, and closing said ticket <u>message</u> after <u>no further action is needed</u> ~~said escalation feedback message is routed to said content management system~~.